

# FLORIDA NURSERY GARDEN NEWS

Plant your home to make Florida more beautiful

VOL. III

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NO. 1

## A STITCH IN TIME SAVES NINE - ESPECIALLY IN YOUR GARDEN!



### Our Service Includes

- IF Shrubs, trees, palms, lawns, etc., are fertilized on a regular schedule with the proper fertilizer they will look better all year long.
- IF You are a newcomer to Florida you will have competent advice on your problems right from the start.

### SAVES YOU TIME, MONEY AND DISAPPOINTMENT!

IF Insects are discovered before the infestation becomes too heavy, when there is only one colony, they are relatively easy to snuff out before your lawn or choice plants are ruined.

IF Pruning is done properly at the right time, the desired effect can be had much quicker and at less expense, too!

### Our Experts Check

- Fertilizer needs for all plants, trees, lawns, etc.
- All shrub, trees and lawns for insect and fungi pests.
- Moisture requirements.
- Pruning needs.
- Cultivation requirements.
- Mulching needs.
- Replacement plant needs.
- Proper growth response.
- Need for additional plants or plantings
- Proper placement of plants for cold protection.
- Overall conditions.

### Our Regular Inspection Service

Written report each month after the inspection, giving you our recommendations and suggestions as to what your place needs.  
Estimate of the cost if you prefer us to do the work for you.

THIS SERVICE IS NOT AN EXPENSE, BUT INSURANCE

FILL OUT  
ENCLOSED  
BLANK  
TODAY

COSTS ONLY \$5.00 PER MONTH!



# — NURSERY SUPER - MARKET —

Visit our Leesburg Sales Yard—See "MILLIONS OF PLANTS" labeled . . . .  
HUNDREDS OF VARIETIES—OLD FAVORITES AND NEW INTRODUCTIONS.

Tropical, sub-tropical and unusual plants—all tested and proven satisfactory

VISITORS ALWAYS WELCOME—

Leesburg is less than an hour's drive from anywhere in Central Florida!



**PODOCARPUS MAKI**

Attractive evergreen shrub with distinctive foliage; excellent for foundation planting, for hedges or screens; cut foliage wonderful for arrangements!

**\$1.50 and up**



**PHILODENDRON SELLOUM**

Tropical, yet hardy! Lush, self-heading bushy shrubs that have stood as low as 18 degrees with no damage. Not only fine for indoor plant boxes, or for tubbed specimen, but for patio or outside planter boxes. Attractive also for foundation plantings.

**\$2.00 and up**



**MELALEUCA LEUCADENDRA**

Cajeput tree—Florida's answer to a need for tall slender trees for skyline use. Similar to northern birch with a light creamy bark in peeling, spongy layers. Creamy white flowers similar to bottlebrush.

**\$ .75 and up**



**ARBORVITAE**

Both green and gold tipped varieties available in this attractive small tree of neat, compact, symmetrical growth. Used effectively in our Florida gardens for achieving formality and dignity. Evergreen foliage serves as excellent background for the exuberant colors of our flowering shrubs.

**\$2.00 and up**



**ILlicium ANNISATUM**

A handsome broadleaf evergreen shrub with aromatic anise odor when foliage is crushed. Flowers small, inconspicuous, creamy white. The dense growth habit makes Anise excellent for hedges, background plantings or for use in foundations. Easy to grow, and can be kept sheared to keep them the size you need.

**\$1.50 and up**



**COCOS PLUMOSA PALM**

The most popular palm for Central Florida and particularly adapted to our well drained soil. The smooth trunk and graceful fronds make it most desirable. Used in clusters, you can secure needed shade in a hurry. Fairly rapid in growth, and hardy in our area. Our Cocos are from a special selected strain with broad leaflets.

**\$2.50 and up**



**VIBURNUM SUSPENSUM**

Beautiful rich foliage and dense habit of growth make these one of our most valuable shrubs. Wonderful for foundations or use in shrubbery borders. Cream colored flowers in terminal clusters in the early spring followed by lush new light green growth. Hardy and easy to grow in almost any soil.

**\$1.50 and up**



**BOUGAINVILLEA**

Florida's most beloved and valued vine. Blooms almost all year, providing striking masses of vivid color. Some favorite varieties for Central Florida include B. glabra sanderiana, a rich purple; Crimson Lake, a lovely crimson-red; Barbara Karst, a brilliant red shade; Afterglow, a rosy salmon shade.

**\$2.00 and up**



Accentuate the loveliness of your pot plants by putting them in California redwood tubs; banded with stainless steel, these tubs are sturdy and attractive. Select the size best suited for your specimen plants.



**SCHEFFLERA**

Rapid growing shrub with interesting foliage. Tropical and attractive appearance with compound leaf and terminal bloom spikes of deep maroon on mature trees.

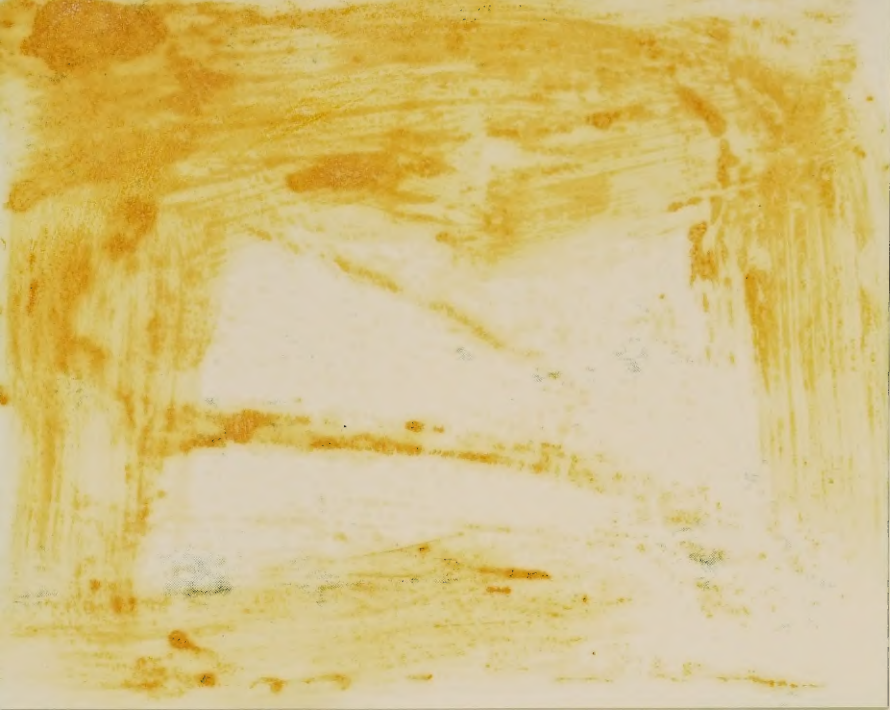
Particularly effective for tubbed specimen or indoor planters, as well as for patio or outside plantings.

**\$2.50 and up**





valuable for farmers while the foliage of the tropical nur-





## FLORIDA NURSERY GARDEN NEWS

Published by

**FLORIDA NURSERY AND LANDSCAPE CO.**

N. 14th St.      OPEN DAILY 8:30 TO 5:30      S. Orange Ave.  
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LEESBURG      OCALA

Welbourne and Center Sts.

Phone 6-2781

WINTER PARK

Open Monday thru Friday  
9 A.M. to 5 P.M.

"MILLIONS OF PLANTS"



## FRUITS FOR YOUR FAMILY TABLE

Fortunate indeed is the Central Floridian who has a good selection of fruit trees to provide fresh fruits for his table, for preserves, pickles, jellies, jams, or for drinks.

The varieties which we offer are those proven best for our section; within a few years you'll have an abundance of fresh fruits . . . and in addition, the lovely flowers of the peach, pear and plum make them valuable for flowers, while the foliage of the loquat and pecan makes them useful for shade also.

### FIGS

➤ **BROWN TURKEY.** Medium, round, coppery brown fruit with amber flesh. Fall ripening.

➤ **CELESTE.** Small, violet colored figs with rose flesh. Ripen June, July.

2-3' BR \$2.50

3-4' BR \$3.50

### GRAPES

➤ **SCUPPERNONG.** Large, bronze, very juicy. Ripen August, September.

2 yr. \$1.00

➤ **THOMAS.** Large purple-red muscadine with sweet amber pulp.

2 yr. \$1.00

➤ **CONCORD.** Large blue-black bunch grape. Very sweet, and a prolific producer.

2 yr. \$1.25

### PECANS

➤ **STUART.** Large nuts, medium thin shells. Excellent quality nut. Very well suited for Central Florida.

4-5' BR \$2.25

6-8' BR \$5.00

5-6' BR 3.85

### PERSIMMON

➤ **TANE-NASHI.** Large, conical, light yellow, changing to bright red.

➤ **FUYUGAKI.** Oblate, medium to large, deep red skin. Light flesh non-astringent, very sweet and can be used while still hard. Seedless. September, October.

2-3' BR \$1.50

4-5' BR \$2.50

3-4' BR 2.00

5-6' BR 3.00

### PEARS

➤ **PINEAPPLE.** Blight resistant; heavy producer. Flesh course but juicy.

➤ **LECONTE.** A dessert pear ripening in July. Large pale yellow pyriform.

3-4' BR \$2.00

5-7' BR \$3.50

4-5' BR 2.50

### PEACH

➤ **JEWEL.** Budded on wild plum rootstock for better growth. Best variety for Central Florida, producing freely medium to large free-stone peach of finest quality.

3-4' BR \$2.25

5-7' BR \$3.50

4-5' BR 3.00

(B.R. indicates bare root stock which can be moved only in dormant season . . . plant yours as soon as possible)

## Questions You've Asked About FLORIDA GARDENING!

Q. Some of my Hibiscus and other shrubs have been damaged by recent frosts. Should I cut them back now, or wait?

A. We recommend waiting until the new growth starts out so you can tell just how far back you have to cut to remove damaged wood. A few week's patience may save you from cutting back more severely than is absolutely necessary.

\* \* \* \*

Q. Why are trees such as Holly, Magnolia, Oaks, etc. moved in the winter?

A. Because they are quite dormant during those months, and the sap is down. This insures more safe transplanting. To move a plant in full growth requires much more care, and there is more risk involved, especially on large trees.

\* \* \* \*

Q. My Oriental Magnolia bloomed in November, when the foliage was shedding. Will it bloom again when it is supposed to bloom in the spring?

A. Probably so. The fall flowering is usually light, while the spring bloom is more profuse.

\* \* \* \*

Q. I noticed a newspaper advertisement offering "Hardy Azaleas." Are these a new strain?

A. No . . . the Kurume or Japanese Azaleas which are grown in the north and the south are often called "hardy Azaleas." The Indian Azaleas which are faster growing and produce more and larger bloom for us in Central Florida do not grow in the north, even though they are hardy for us. We use the Kurume Azaleas for low borders or for facing plantings of tall growing Azaleas.

\* \* \* \*

Q. Why don't Floridians grow the Pink Dogwood which is so widely grown in Northern States? It is lovely!

A. The Pink Dogwood is a hybrid and has not proven successful in Florida gardens. We evidently do not get enough cold weather for it to produce bloom properly and in profusion. The white is native, and does well.

\* \* \* \*

Q. What plants can be moved bare root during the winter months?

A. Dogwood, Redbud, Wild Plum, Oaks, Maple, Crape Myrtle, Mimosa, Tulip Tree, Roses, Chinese Elm, Tung Tree, etc.

\* \* \* \*

Q. What is a Coontie Palm?

A. The Coontie Palm is not truly a palm, but a cycad; it is a native of Florida and is adapted to our soil and is well worth growing as an ornamental. The Indians used to use the bulb for food—grinding it into a flour and making bread, or roasting it like potato.



## SEE HOW MUCH BEAUTY A FEW CENTS BUYS



Riots of Color—  
Low in cost—  
Easy to grow—

IN  
**AZALEAS!**

Red, pink, rose, white, lavender, purple, variegated and pastel shades in singles and doubles make Azaleas easily the most valuable winter and spring flowering shrub. Plan your color scheme, using tall growers, as well as intermediate heights and the low growing varieties . . . plant them and enjoy them from the moment you take them from the nursery.

Blooming size  
AZALEAS . . . from **50c up**

FLORIDA NURSERY AND LANDSCAPE CO.  
LEESBURG, OCALA, AND WINTER PARK, FLORIDA.

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## PLANT CITRUS TODAY - ENJOY FRUIT NOW!

Now you don't have to wait years to have fruit from your own Citrus trees—Florida Nursery has a wide selection of varieties in both container grown and balled and burlapped trees in many sizes!

There are Oranges, Grapefruit, Lemons, Limes, Tangerines, Tangelos, Calamondin, Kumquats, Satsumas and other choice citrus that if properly selected will provide fruit for your family all year long.

Citrus trees are not only heavy fruit producers, but are decorative—no Florida homeowner can afford to be without them. Even the small property owner can include fruit trees in the landscape design and have both the fruit and the seasonal beauty—

Come in and see our stock, and we'll help you work out a planting that will provide fruit for your family needs all year . . . .

BEARING SIZE TREES

**\$4.00 & up**



### Visit Our New Professional Office in Winter Park

Because of your requests for our services in the Orlando-Winter Park area, we opened a professional office at the corner of WELBOURNE AND CENTER STREETS, WINTER PARK, in October, under the supervision of Mr. Thomas Eric Edwards, Jr., Graduate Landscape Architect, with Miss Julia Phillips as secretary.

Services offered through this office includes:

1. Designing and planning home grounds, parks, estates, public buildings, industrial plants, etc.
2. Consultation on any landscape and garden problems, either in our office, or on your own property.
3. Competent aid in working out your planting program to both achieve outstanding beauty and yet meet your budget.
4. Contracting of complete landscaping on any size development.
5. Professional advice on location of new houses on property to secure maximum beauty and utility for the owner.

PHONE WINTER PARK 6-2781 for an appointment.

